

AVIATION CUSTOMER OPERATIONS DIRECTORATE (DSCR-QA)

MISSION:

The Director, Aviation Customer Operations, reports directly to the Commander, Defense Supply Center Richmond. Acting as a principal advisor and assistant to the Commander, the Director serves as a prime point of entry for all assigned/mapped customer issues related to logistics support and service across all DLA supply chains, responsible for development, implementation, and oversight of Customer Relationship Management (CRM) in accordance with strategic CRM policy, guidance, and implementation as provided by J-4, HQ DLA, and management of the Customer Cells, support teams, item planning teams and other customer support units assigned to DSCR. Directs accomplishment of worldwide mission responsibilities through integrated logistics support of weapons systems, troops, equipment, facilities, and their components owned, operated, and maintained by /for the Department of Defense, the Military Services, other federal agencies and other authorized activities.

FUNCTIONS:

1. Maintains responsibility for the development, implementation, and oversight of all CRM activities for assigned customers in conjunction with HQ DLA guidance.
2. Participates in the development of the Performance-Based Agreements (PBAs) with customers.
3. Responsible for execution of customer PBAs.
4. Provides consistent and integrated support, and a unified face to assigned customers encompassing all DLA supply chains and activities necessary for customer support.
5. Ensures effective and efficient management of the overall customer relationships maintained within assigned cells, teams and other units.
6. Responsible for planning, coordinating, directing, and integrating multiple functions inherent in the directorate to ensure effective demand planning, order fulfillment, and customer service support for assigned customer cells and units.
7. Ensures successful program execution resulting in effective customer service derived from highly complex and diversified industries and across DLA Supply Operations Directorates.
8. Provides emergency support to customers.
9. Maintains liaison with DLA activities overseas to ensure customers located overseas, those forward deployed and those deploying receive necessary support and a unified face and approach from DLA.
10. Facilitates and improves communications with customers by providing a prime point of entry for all customer inquiries related to logistics support.
11. Keeps abreast of current and imminent armed service peace and wartime programs and demand for support and service.
12. Meets with customers on a regular basis to understand anticipated requirements.
13. Provides planning, direction, and oversight for the implementation and/or application of evolving and innovative business strategies and practices.
14. Defines new markets and sales opportunities, and develops appropriate supporting initiatives and strategies.
15. Insures business, marketing and customer support plans are developed and implemented.

16. Manages the integration and prioritization of customer needs and coordinates demand plans and customer requirements with supplier operations sites.
17. Manages the creation of demand plans, either historically-based or collaborative, and conducts and participates in demand-supply alignment events.
18. Ensures that forecast or demand plans are published for the collaborative partner.
19. Resolves demand issues with collaborative customer.
20. Coordinates with process management to determine influences on and improve customer support.
21. Oversees receipt, processing and maintenance of customer orders.
22. Manages establishment, maintenance and closure of customer profiles.
23. Receives and resolves customer complaints.
24. Monitors and evaluates key performance indicators and other customer-oriented metrics to ensure optimal customer support. Identifies shortfalls and takes steps to improve customer support.
25. Oversees responsibility as customer focal point for all assigned weapons platforms/systems.
26. Interfaces with logistics partners and major customers to identify life-cycle programs.
27. Monitors preparation of integrated logistics plans in support of DOD weapons systems.
28. Ensures compliance with the DLA Weapon System Support Program (WSSP) concepts and practices associated with weapon systems managed by DLA.
29. Evaluates WSSP performance and procedures and provides reports and recommendations to the director and Commander.
30. Notifies HQ DLA of problems encountered in support of weapons systems. Attends Weapon Support/Integrated Logistics Support (ILS) conferences and Customer Assistance conference to discuss support.
31. As directed, and in concert with HQ DLA, participates with the military services in preparing integrated logistics support plans and in materiel readiness reviews to determine effectiveness of DLA support to weapon systems.
32. Monitors performance and customer support levels for assigned customer sites, weapon systems, and overhaul programs. Identifies delays in logistics plan and implements remedial action.
33. Performs functional systems analysis; monitors the existing system; develops requirements for system changes; coordinates changes to existing system directed by HQ DLA; and provides functional system training for weapon systems support and provisioning, in collaboration with appropriate operating offices. Assures the implementation of policies, procedures, plans, and programs.

AIR FORCE CUSTOMER FACING DIVISION (DSCR-QAA)

OKLAHOMA CITY ALC CELL (DSCR-QAAA)

OGDEN ALC CELL (DSCR-QAAB)

WARNER ROBINS ALC CELL (DSCR-QAAC)

AF OPERATIONS CELL (DSCR-QAAD)

AF FOREIGN MILITARY SALES (FMS) CELL (DSCR-QAAF)

COLLECTIVE AF/CIVIL AVIATION CELL (DSCR-QAAG)

COLLECTIVE AIR FORCE INSTALLATION SUPPORT BRANCH (DSCR-QAAH)

WEAPON SYSTEM SUPPORT BRANCH (DSCR-QAAW)

MISSION:

The Chief, Air Force Customer Facing Division, reports to the Director, Customer Operations, and is responsible for management of customer service and support for customers assigned to cells and mapped to support teams within the division. Support provided may include, but is not limited to, order fulfillment and demand planning activities, CRM, and program support to Level A and selected B and C-level Weapons Systems Program Managers. The Air Force Customer Facing Division is responsible for: Oklahoma City Air Logistics Command (ALC) Cell, Ogden ALC Cell, Warner Robins ALC Cell, Air Force Operations Cell Group, Air Force Training (Air Education and Training Command) Cell, Air Force Foreign Military Sales (FMS) Cell, Air Force Civil Aviation Other Cell, Air Force Installation and Other Support Team, and the Weapons Systems Support Team.

FUNCTIONS:

1. Provides a unified face for assigned customers and Class IX order fulfillment and planning support to Air Force and civil aviation customers assigned to selected installation and other cells.
2. Ensures customer needs across all DLA supply chains are met for assigned customers, coordinating as necessary with support teams at the Defense Supply Center Philadelphia, and with supplier organizations across all supply chains.
3. Maintains responsibility for the development, implementation, and oversight of all CRM activities for assigned customers in conjunction with HQ DLA guidance.
4. Participates in the development of the PBAs with customers.
5. Responsible for execution of customer PBAs.
6. Provides emergency support to customers.
7. Maintains liaison with DLA activities overseas to ensure customers located overseas, those forward deployed and those deploying receive necessary support and a unified face and approach from DLA.
8. Responsible for overall health of assigned weapons systems (Weapon System Support Team).
9. Collaborates with program management and sustainment personnel in regard to DLA's role in Performance Based Logistics (PBL) agreements to participate in and monitor PBLs. Responsible for consolidating efforts, defining metrics and reporting strategies.
10. Analyzes customer forecasting, requisitioning, usage and return behavior in conjunction with Demand Planners in CRM Cells, Support Teams and/or Integrated Planning Teams to identify trends for assigned weapons system platforms and major programs.
11. Provides information, such as supply availability about weapon system items managed by DLA, to weapon system program managers.
12. Serves as a customer advocate in support of customer needs for assigned weapons systems.
13. Monitors DLA impact on Weapon System Readiness and analyzes supply degraders to identify problems and solutions to restore acceptable levels of support.
14. Recommends process enhancements or corrective actions affecting operations, DLA policies/procedures, and customer acquisition processes based upon analyses of current customer support patterns to achieve Fill Rate and Customer Wait Time targets.

15. Participates in Military Service Conferences, Critical Item/Program Reviews, Integrated Logistics Support Management Team (ILSMT) meetings, Demand Collaboration and Demand Consensus meetings, etc.
16. Responsible as customer focal point for all assigned weapons platforms/systems.
17. Works with logistics partners and major customers to identify life-cycle programs.
18. Prepares integrated logistics plans in support of DOD weapons systems.
19. Provides consistent and integrated support, and a unified face to assigned customers.
20. Ensures effective and efficient management of the overall customer relationships maintained within assigned cells and teams.
21. Responsible for planning, coordinating, directing, and integrating multiple functions to ensure effective demand planning, order fulfillment, and customer service support for assigned customer cells and units.
22. Ensures successful program execution resulting in effective customer service derived from highly complex and diversified industries and across DLA Supply Operations Directorates.
23. Facilitates and improves communications with customers by providing a single prime point of entry for all customer inquiries related to logistics support.
24. Keeps abreast of current and imminent armed service peace and wartime programs and demand for support and service.
25. Meets with customers on a regular basis to understand anticipated requirements.
26. Provides planning, direction, and oversight for the implementation and/or application of evolving and innovative business strategies and practices.
27. Helps define new Air Force, FMS and Civil Aviation markets and sales opportunities, and develops appropriate supporting initiatives and strategies.
28. Insures business, marketing and customer support plans are developed and implemented.
29. Manages the integration and prioritization of customer needs and coordinates demand plans and customer requirements with supplier operations sites.
30. Manages the creation of demand plans, either historically-based or collaborative, and conducts and participates in demand-supply alignment events.
31. Ensures that forecast or demand plans are published for the collaborative partner.
32. Resolves demand issues with collaborative customer.
33. Coordinates with process management to determine influences on and improve customer support.
34. Oversees receipt, processing and maintenance of customer orders.
35. Establishes, maintains and closes customer profiles.
36. Receives and resolves customer complaints.
37. Maintains regular liaison with Air Force Team, Customer Support Office, J-4.
38. Monitors and evaluates key performance indicators and other customer-oriented metrics to ensure optimal customer support. Identifies shortfalls and takes steps to improve customer support. Reviews and monitoring may take place at the weapon system level, division level, cell level, or appropriate indenture level.
39. Ensures compliance with the DLA Weapon System Support Program (WSSP) concepts and practices associated with weapon systems managed by DLA.
40. Evaluates WSSP performance and procedures and provides reports and recommendations to the director and Commander.

41. Notifies HQ DLA of problems encountered in support of weapons systems. Attends Weapon Support/Integrated Logistics Support (ILS) conferences and Customer Assistance conference to discuss support.
42. As directed, and in concert with HQ DLA, participates with the military services in preparing integrated logistics support plans and in materiel readiness reviews to determine effectiveness of DLA support to weapon systems.
43. Monitors performance and customer support levels for assigned customer sites, weapon systems, and overhaul programs. Identifies delays in logistics plan and implements remedial action.
44. Performs functional systems analysis; monitors the existing system; develops requirements for system changes; coordinates changes to existing system directed by HQ DLA; and provides functional system training for weapon systems support and provisioning, in collaboration with appropriate operating offices. Assures the implementation of policies, procedures, plans, and programs.

NAVY CUSTOMER FACING DIVISION (DSCR-QAB)

NADEP NI CELL (DSCR-QABA)

NADEP CHERRY POINT CELL (DSCR-QABB)

NADEP JAX CELL (DSCR-QABC)

NAVAL AVIATION FORCES CELL (DSCR-QABD)

USMC AVIATION CELL (DSCR-QABE)

NAVAL AIR TRAINING CELL (DSCR-QABF)

WEAPON SYSTEM SUPPORT BRANCH (DSCR-QABW)

ARMY CUSTOMER FACING DIVISION (DSCR-QAE)

MISSION:

The Chief, Navy Customer Facing Division, reports to the Director, Customer Operations, and is responsible for management of customer service and support for customers assigned to cells and Program Managers faced by the Weapons Systems Support Team within the division. Support provided may cover, but is not limited to, order fulfillment and demand planning activities, CRM, and program support to Level A and selected B and C-level Weapons Systems Program Managers. The Navy Customer Facing Division is responsible for: Navy Depot (NADEP) North Island Cell, NADEP Cherry Point Cell, NADEP Jacksonville Cell, Naval Aviation Forces Cell, U.S. Marine Corps Aviation Cell, Naval Air Training Cell, and the Weapons Systems Support Team.

FUNCTIONS:

1. Provides a unified face for assigned customers.
2. Ensures customer needs across all DLA supply chains are met for assigned customers, coordinating as necessary with support teams at the Defense Supply Center Philadelphia, and with supplier organizations across all supply chains.
3. Maintains responsibility for the development, implementation, and oversight of all CRM activities for assigned customers in conjunction with HQ DLA guidance.

4. Participates in the development of the PBAs with customers.
5. Responsible for execution of customer PBAs.
6. Provides emergency support to customers.
7. Maintains liaison with DLA activities overseas to ensure customers located overseas, those forward deployed and those deploying receive necessary support and a unified face and approach from DLA.
8. Responsible for overall health of assigned weapons systems (Weapon System Support Team).
9. Collaborates with program management and sustainment personnel in regard to DLA's role in Performance Based Logistics (PBL) agreements to participate in and monitor PBLs. Responsible for consolidating efforts, defining metrics and reporting strategies.
10. Analyzes customer forecasting, requisitioning, usage and return behavior in conjunction with Demand Planners in CRM Cells, Support Teams and/or Integrated Planning Teams to identify trends for assigned weapons system platforms and major programs.
11. Provides information, such as supply availability about weapon system items managed by DLA, to weapon system program managers.
12. Serve as a customer advocate in support of customer needs for assigned weapons systems.
13. Monitors DLA impact on Weapon System Readiness and analyzes supply degraders to identify problems and solutions to restore acceptable levels of support.
14. Recommends process enhancements or corrective actions affecting operations, DLA policies/procedures, and customer acquisition processes based upon analyses of current customer support patterns to achieve Fill Rate and Customer Wait Time targets.
15. Participates in Military Service Conferences, Critical Item/Program Reviews, Integrated Logistics Support Management Team (ILSMT) meetings, Demand Collaboration and Demand Consensus meetings, etc.
16. Responsible as customer focal point for all assigned weapons platforms/systems.
17. Works with logistics partners and major customers to identify life-cycle programs.
18. Prepares integrated logistics plans in support of DOD weapons systems.
19. Provides consistent and integrated support, and a unified face to assigned customers.
20. Ensures effective and efficient management of the overall customer relationships maintained within assigned cells and teams.
21. Responsible for planning, coordinating, directing, and integrating multiple functions to ensure effective demand planning, order fulfillment, and customer service support for assigned customer cells and units.
22. Ensures successful program execution resulting in effective customer service derived from highly complex and diversified industries and across DLA Supply Operations Directorates.
23. Facilitates and improves communications with customers by providing a single prime point of entry for all customer inquiries related to logistics support.
24. Keeps abreast of current and imminent armed service peace and wartime programs and demand for support and service.
25. Meets with customers on a regular basis to understand anticipated requirements.
26. Provides planning, direction, and oversight for the implementation and/or application of evolving and innovative business strategies and practices.
27. Helps define new Navy and Marine Corps markets and sales opportunities, and develops appropriate supporting initiatives and strategies.
28. Insures business, marketing and customer support plans are developed and implemented.

29. Manages the integration and prioritization of customer needs and coordinates demand plans and customer requirements with supplier operations sites.
30. Manages the creation of demand plans, either historically-based or collaborative, and conducts and participates in demand-supply alignment events.
31. Ensures that forecast or demand plans are published for the collaborative partner.
32. Resolves demand issues with collaborative customer.
33. Coordinates with process management to determine influences on and improve customer support.
34. Oversees receipt, processing and maintenance of customer orders.
35. Establishes, maintains and closes customer profiles.
36. Receives and resolves customer complaints.
37. Maintains regular liaison with Navy and Marine Corps Teams, Customer Support Office, J-4.
38. Monitors and evaluates key performance indicators and other customer-oriented metrics to ensure optimal customer support. Identifies shortfalls and takes steps to improve customer support. Reviews and monitoring may take place at the weapon system level, division level, cell level, or appropriate indenture level.
39. Ensures compliance with the DLA Weapon System Support Program (WSSP) concepts and practices associated with weapon systems managed by DLA.
40. Evaluates WSSP performance and procedures and provides reports and recommendations to the director and Commander.
41. Notifies HQ DLA of problems encountered in support of weapons systems. Attends Weapon Support/Integrated Logistics Support (ILS) conferences and Customer Assistance conference to discuss support.
42. As directed, and in concert with HQ DLA, participates with the military services in preparing integrated logistics support plans and in materiel readiness reviews to determine effectiveness of DLA support to weapon systems.
43. Monitors performance and customer support levels for assigned customer sites, weapon systems, and overhaul programs. Identifies delays in logistics plan and implements remedial action.
44. Performs functional systems analysis; monitors the existing system; develops requirements for system changes; coordinates changes to existing system directed by HQ DLA; and provides functional system training for weapon systems support and provisioning, in collaboration with appropriate operating offices. Assures the implementation of policies, procedures, plans, and programs..

ARMY CUSTOMER FACING DIVISION (DSCR-QAE)

ARMY AVIATION DEPOTS CELL (DSCR-QAEA)

ARMY AVIATION FORCES CELL (DSCR-QAEB)

ARMY AVIATION NON-TACTICAL CELL (DSCR-QAEC)

WEAPON SYSTEM SUPPORT BRANCH (DSCR-QAEW)

MISSION:

The Chief, Army Customer Facing Division, reports to the Director, Customer Operations, and is responsible for management of customer service and support for customers assigned to cells and Program Managers faced by the Weapons Systems Support Team within the division. Support provided may cover, but is not limited to, order fulfillment and demand planning activities, CRM, and program support to Level A and selected B and C-level Weapons Systems Program Managers. The Army Customer Facing Division is responsible for: Corpus Christi Army Depot and SRA Cell, 101st Air Assault Cell, Army Training and Doctrine Command Cell and the Weapons Systems Support Team.

FUNCTIONS:

1. Provides a unified face for assigned customers.
2. Ensures customer needs across all DLA supply chains are met for assigned customers, coordinating as necessary with support teams at the Defense Supply Center Philadelphia, and with supplier organizations across all supply chains.
3. Maintains responsibility for the development, implementation, and oversight of all CRM activities for assigned customers in conjunction with HQ DLA guidance.
4. Participates in the development of the PBAs with customers.
5. Responsible for execution of customer PBAs.
6. Provides emergency support to customers.
7. Maintains liaison with DLA activities overseas to ensure customers located overseas, those forward deployed and those deploying receive necessary support and a unified face and approach from DLA.
8. Responsible for overall health of assigned weapons systems (Weapon System Support Team).
9. Collaborates with program management and sustainment personnel in regard to DLA's role in Performance Based Logistics (PBL) agreements to participate in and monitor PBLs. Responsible for consolidating efforts, defining metrics and reporting strategies.
10. Analyze customer forecasting, requisitioning, usage and return behavior in conjunction with Demand Planners in CRM Cells, Support Teams and/or Integrated Planning Teams to identify trends for assigned weapons system platforms and major programs.
11. Provides information, such as supply availability about weapon system items managed by DLA, to weapon system program managers.
12. Serves as a customer advocate in support of customer needs for assigned weapons systems.
13. Monitors DLA impact on Weapon System Readiness and analyzes supply degraders to identify problems and solutions to restore acceptable levels of support.
14. Recommends process enhancements or corrective actions affecting operations, DLA policies/procedures, and customer acquisition processes based upon analyses of current customer support patterns to achieve Fill Rate and Customer Wait Time targets.
15. Participates in Military Service Conferences, Critical Item/Program Reviews, Integrated Logistics Support Management Team (ILSMT) meetings, Demand Collaboration and Demand Consensus meetings, etc.
16. Responsible as customer focal point for all assigned weapons platforms/systems.
17. Works with logistics partners and major customers to identify life-cycle programs.
18. Prepares integrated logistics plans in support of DOD weapons systems.
19. Provides consistent and integrated support, and a unified face to assigned customers.

20. Ensures effective and efficient management of the overall customer relationships maintained within assigned cells and teams.
21. Responsible for planning, coordinating, directing, and integrating multiple functions to ensure effective demand planning, order fulfillment, and customer service support for assigned customer cells and units.
22. Ensures successful program execution resulting in effective customer service derived from highly complex and diversified industries and across DLA Supply Operations Directorates.
23. Facilitates and improves communications with customers by providing a single prime point of entry for all customer inquiries related to logistics support.
24. Keeps abreast of current and imminent armed service peace and wartime programs and demand for support and service.
25. Meets with customers on a regular basis to understand anticipated requirements.
26. Provides planning, direction, and oversight for the implementation and/or application of evolving and innovative business strategies and practices.
27. Helps define new Army markets and sales opportunities, and develops appropriate supporting initiatives and strategies.
28. Insures business, marketing and customer support plans are developed and implemented.
29. Manages the integration and prioritization of customer needs and coordinates demand plans and customer requirements with supplier operations sites.
30. Manages the creation of demand plans, either historically-based or collaborative, and conducts and participates in demand-supply alignment events.
31. Ensures that forecast or demand plans are published for the collaborative partner.
32. Resolves demand issues with collaborative customer.
33. Coordinates with process management to determine influences on and improve customer support.
34. Oversees receipt, processing and maintenance of customer orders.
35. Establishes, maintains and closes customer profiles.
36. Receives and resolves customer complaints.
37. Maintains regular liaison with the Army Team, Customer Support Office, J-4.
38. Monitors and evaluates key performance indicators and other customer-oriented metrics to ensure optimal customer support. Identifies shortfalls and takes steps to improve customer support. Reviews and monitoring may take place at the weapon system level, division level, cell level, or appropriate indenture level.
39. Ensures compliance with the DLA Weapon System Support Program (WSSP) concepts and practices associated with weapon systems managed by DLA.
40. Evaluates WSSP performance and procedures and provides reports and recommendations to the director and Commander.
41. Notifies HQ DLA of problems encountered in support of weapons systems. Attends Weapon Support/Integrated Logistics Support (ILS) conferences and Customer Assistance conference to discuss support.
42. As directed, and in concert with HQ DLA, participates with the military services in preparing integrated logistics support plans and in materiel readiness reviews to determine effectiveness of DLA support to weapon systems.
43. Monitors performance and customer support levels for assigned customer sites, weapon systems, and overhaul programs. Identifies delays in logistics plan and implements remedial action.

44. Performs functional systems analysis; monitors the existing system; develops requirements for system changes; coordinates changes to existing system directed by HQ DLA; and provides functional system training for weapon systems support and provisioning, in collaboration with appropriate operating offices. Assures the implementation of policies, procedures, plans, and programs.

ITEM PLANNING DIVISION (DSCR-QAI)

AVIATION OEM 1 IPT (DSCR-QAIA)

AVIATION OEM 2 IPT (DSCR-QAIB)

AVIATION OEM 3 IPT (DSCR-QAIC)

AVIATION ENGINES & AIRFRAMES 1 IPT (DSCR-QAID)

AVIATION ENGINES & AIRFRAMES 2 IPT (DSCR-QAIE)

AVIATION ENGINES & AIRFRAMES 3 IPT (DSCR-QAIF)

AVIATION ENGINES & AIRFRAMES 4 IPT (DSCR-QAIG)

AVIATION SC COMMODITIES 1 IPT (DSCR-QAIH)

AVIATION SC COMMODITIES 2 IPT (DSCR-QAII)

AVIATION SC COMMODITIES 3 IPT (DSCR-QAIJ)

MISSION:

The Chief, Item Planning Division, reports to the Director, Customer Operations, and is responsible for item-level planning (aggregated demand forecasting units, or DFUs) and assigned customer-level planning for all assigned aviation Item Planning Teams (IPTs). The Item Planning Division includes the Aviation OEM 1 IPT, the Aviation OEM 2 IPT, the Aviation OEM 3 IPT, Aviation Engines and Airframes 1 IPT, Aviation Engines and Airframes 2 IPT, Aviation Engines and Airframes 3 IPT, Aviation Engines and Airframes 4 IPT, Aviation Supply Chain Commodities 1 IPT, Aviation Supply Chain Commodities 2 IPT, Aviation Supply Chain Commodities 3 IPT, Aviation IPT DSCP Detachment, Aviation IPT DSCC Detachment, and administrative guidance and support for Land IPT DSCR Detachment and Maritime IPT DSCR Detachment.

FUNCTIONS:

1. Creates historical-based demand plans.
2. Analyzes and adjust historical demand used for statistical forecasting.
3. Conducts and participates in demand/supply alignment meetings.
4. Executes systems activities related to demand planning.
5. Considers process influences (order fulfillment and procurement) on the demand plan.
6. Maintains liaison with applicable customer cells across the enterprise as requested to ensure item-level planning status for customers is communicated as needed to support customer inquiries and weapons systems.
7. Exercises operational control and guidance for detachments located at other geographic sites.

CUSTOMER SUPPORT DIVISION (DSCR-QAC)
CUSTOMER ANALYSIS BRANCH (DSCR-QACA)
READINESS AND PERFORMANCE BASED LOGISTICS (PBL) BRANCH (DSCR-QACB)
CUSTOMER RELATIONSHIP MANAGEMENT (CRM) BRANCH (DSCR-QACC)
MARKETING BRANCH (DSCR-QACD)
ADMINISTRATIVE STAFF (DSCR-QAH)

MISSION:

The Chief, Customer Support Division, reports to the Director, Customer Operations. The Division is responsible for customer-focused and weapons systems analysis and assessment; identification of overall trends in performance and support; modes of improvement; customer studies, profiles, analyses and surveys; common functions across cells including business analysis and financial customer service liaison; planning data maintainer functions which are common across cells and teams; support to DLA's involvement in Performance-Based Logistics; Agency implementation of the CRM Program, Virtual Contact Center management and execution, and general administrative support to the Aviation Customer Operations Directorate. Responsible for identifying, designing, and implementing methodologies for collection of information required to make customer support and weapon systems management decisions. Manages, implements, and conducts data collection processes. Compiles, analyzes, and communicates findings and their implications. Serves as CRM site manager. Serves as directorate champion for internal/enterprise Balanced Scorecard, Customer Quadrant. Strives to avoid mission degradation before it begins in order to ensure our continued and positive support to the warfighter. Interfaces with the customer and DLA activities to ensure support. The Customer Support Division includes the Customer Analysis Team, the Readiness and PBL Team, the CRM Team, and the Administration Team.

FUNCTIONS:

1. Conducts customer-focused analysis on an ad hoc and systemic basis.
2. Accumulates customer trend and profile data from a variety of sources and analyzes it to prepare periodic reports and assess needed changes in support.
3. Measures and monitors performance metrics reflective of DLA's logistics support to the customer.
4. Accumulates weapons systems data and performs trend analyses to determine overall support levels and needed improvements.
5. Conducts customer studies and surveys to identify trends in customer requirements and improve customer satisfaction.
6. Compiles findings and conducts appropriate qualitative and quantitative analyses to reach conclusions regarding new supply techniques that would offer a positive impact on DLA customers.
7. Makes recommendations and champions implementation of recommendations to improve logistical support processes.
8. Prepares customer-focused briefings and reports and prepares for customer visits and special events.

9. Provides business analysis and financial services customer liaisons functions across multiple CRM Cells and support teams.
10. Provides support to planning functions across the DCO, including Planning Data Maintenance.
11. Provides comprehensive support to DLA's PBL program, monitoring opportunities to participate and overall directorate effectiveness in supporting PBLs. Networks with Customer Facing Divisions to consolidate/track PBL initiatives for the directorate. Participates in site focus groups/teams to deliver/negotiate plans with customers, participate in internal team actions to pursue PBLs, and brief status. Takes lead role to monitor PBL performance post-award, prepare, and deliver briefings on PBL metrics. Updates and monitors automated tools to track PBLs. Serves as directorate representative on J344/J4 Integrated Process Teams.
12. Implements all aspects of DLA's CRM Program for the directorate and monitors its effectiveness. Identifies, initiates, and champions enhancements, modifications, or corrections to BSM and CRM related technology and customer tracking software (for example, Magic and the Centrevu telephone monitoring system).
13. Serves as program manager for DLA's Virtual Contact Center and oversees DSCR VCC agents and their performance.
14. Studies and evaluates DLA One Book policies in applicable areas to determine DCO impact.
15. Analyzes all available customer data and develops a plan of action for improved support.
16. Works with supplier teams to develop Business Case Analyses for targeted potential customer markets. For markets identified, develops marketing plans, procures potential sales/marketing materials, and serves as PLFA Focal Point for customer contacts in leveraging potential sales opportunities. Performs analysis of sales trends, customer behavior, etc. for such products and services, and makes recommendations for future support. Networks customer support issues with appropriate CRM Cell.
17. Develops, implements, and manages web pages, web links, on-line catalogs and tools in support of customer-facing initiatives (for example, DLA Environmental Catalog). Networks requirements with enterprise IPT members to ensure "unified face to the customer" concept.
18. Serves as directorate Readiness Focal Point. Manages site Command and Control Center operations. Participates in Joint Quarterly Readiness Review (JQRR), overall readiness metrics assessment for the directorate, monitoring urgent situations affecting customer readiness.
19. Tracks external and internal action items across the directorate. Develops, implements, and monitors automated suspense tracking tool. Conducts follow-up with responsible action officer, consolidates input, and forwards to proper office within defined target dates.
20. Manages directorate base support contracts. Analyzes directorate support requirements and works with Financial Office to obtain funding. Working with Contracting Office, develops performance-based Statements of Work, selects best contracting vehicle to obtain, and executes selection of best-value offeror. Monitors contractor performance, addressing shortfalls, and taking action to correct as necessary.
21. Performs administrative support for the directorate. Responsible for budget formulation and execution; personnel requirements/actions; awards; training/Individual Development Plans (IDPs); travel; timekeeping; supplies; equipment; employee overhead requirements; productivity improvement studies; corporate morale and community/social event

